

## **Historic, archived document**

Do not assume content reflects current scientific knowledge, policies, or practices.



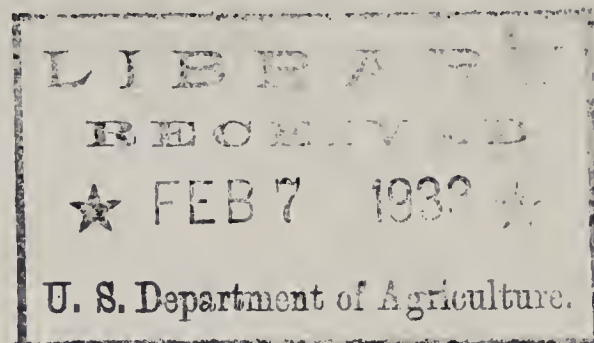
62.23

BETTER BLOOMING BULBS

# HEBERLING'S GLADIOLUS

INC

CORN BELT GROWN



## PRICE LIST

JANUARY OF 1933

QUALITY • ECONOMY

Dear Friend: I welcome this opportunity of greeting each of my customers and friends personally.

¶ I feel that I have this privilege only so long as I continue to serve you efficiently with true to name merchandise of high quality. This I shall continue to do. ¶ The orders last fall while not generally as large as usual were a tribute to gladiolus in general and to Heberling's Gladiolus in particular and among them were many new customers, for all of which please accept my sincere thanks.

¶ May I wish each of you a better and brighter nineteen hundred thirty-three and a grand and glorious garden of "glads". ¶ If I may suggest, a garden of good glads will make a drab year bright!

J. H.

J. H. HEBERLING • EASTON • ILLINOIS

# FOREWORD

The lover of gladiolus must consider two fundamental factors when he purchases bulbs for his garden—quality, and price.

Our prices speak for themselves. A glance at them will show, when the discount has been deducted, that they are extremely low. An even greater reduction has been made in the quantity-price section of this price list. It will pay you to look at it.

We wish that we could illustrate the quality of our bulbs as easily as we have the fairness of our prices. We should like to send a few of our bulbs as samples to each person on our mailing list, or better still, to show him through our store rooms so that he might see for himself the unexcelled quality of our stock. But, unfortunately, it would be highly impracticable to do either. We must therefore be content with trying to tell you about it.

The two hundred varieties that we list include the best of foreign and domestic introductions. They include the best in the various color classes. They represent a selection, on the basis of merit, from the thousand and more varieties that we have grown.

Our bulbs are a product of a soil that is amply rich for nourishment, and sufficiently sandy to produce clean, scab free bulbs. They are a result of corn belt sunshine, and natural rainfall aided by Skinner irrigation. They are, for the most part, grown from small bulbs, and are young, high crowned, and vigorous. The Chief Plant Inspector of Illinois has certified them as being free from harmful diseases and insects including thrips.

During the four years since 1928, our flowers have been exhibited at two American Gladiolus Society Shows, those at Springfield, Illinois, and at Des Moines, Iowa. We hold the distinction of being the only exhibitor who has won the A.G.S. gold medal, for the most points in the professional division, for two years of the last four.

In addition to the A.G.S. Shows our flowers have been exhibited at four Illinois Gladiolus Society Shows.

In these six shows they have won 13 silver cups, one silver pitcher, eight gold medals, 17 silver medals, and 18 bronze medals. They have won ten purple ribbons, 109 blue ribbons, 73 red ribbons, and 43 white ribbons.

In other words, Heberling's Gladiolus have been awarded enough ribbons to stretch end to end for more than half a city block, and cups and medals enough to start a modest jewelry store.

From these facts a conclusion may be deduced that has already been verified by our customers of past seasons. We mean simply that our bulbs possess a healthy vigor, and a wealth of vitality that is unusual. All we ask is that you prove our statements for yourself; just try our bulbs.



## OUR GUARANTEE

We guarantee all bulbs and bulblets purchased from us to be true to name, full sized, and free of disease and insects including thrips. We will replace stock or refund the purchase price of all bulbs and bulblets purchased from us that are not satisfactory.

## TERMS

The terms and discounts immediately following apply only to the first section of prices in this price list. They do not apply to the f.o.b. Easton quotations.

All shipments will be **prepaid**. Please include both parcel post and express addresses. We will ship the cheaper way.

Each order must be accompanied by remittance in full, or a 20% deposit, the balance to be C. O. D.

No order for less than \$1.00 will be accepted.

Orders received before March 15 will be shipped on or near that date unless we are instructed otherwise. If requested, we can make shipment within twenty-four hours of receipt of order.

## DISCOUNTS

20% may be deducted from the list price on all orders whose **net** total is less than \$3.00.

33 1/3% may be deducted from the list price on all orders whose **net** total is greater than \$3.00.

5% additional may be deducted on all orders whose **net** price is greater than \$25.00 and which are accompanied by payment in full.

## SIZES AND SUBSTITUTIONS

Our bulbs are all carefully mechanically graded for size. They are listed in six sizes and bulblets. The bulb sizes are as follows: No. 1 (over 1½ inch), No. 2 (1¼-1½), No. 3 (1-1¼), No. 4 (¾-1), No. 5 (½-¾), and No. 6 (¼-½).

Another grading system that is sometimes used lists bulbs in three sizes, Large, Medium, and Small. It should be remembered that the Large bulbs are usually the same size as our No. 2 size, that the Mediums are the same as our No. 4s, and that the Small bulbs correspond to our No. 5s and No. 6s.

We do not substitute varieties without permission. However, at this season when many varieties are sold short, we request permission to substitute different sizes of the variety ordered. The bulbs will be as nearly the size ordered as possible, and we promise that you will receive your money's worth.

## PRICES AND COUNT

3, 4, or 6 bulbs or bulblets will be sold at the dozen rate, 25 at the hundred rate, and 250 at the thousand rate.

Our very liberal count, and our practice of including many extras has been a source of surprise and pleasure to our customers. You may verify this statement by reading a few of their letters on back cover page, or, a better way, send us your order today.

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
†*Aflame (H) Silvery flame red. Giant Prim Grand. Best in its class.	12 100	.80 5.00	.65 4.00	.50 3.00	.35 2.00	.25 1.20	50 1000	.10 1.00
A. H. Woodful (E) Large clear mauve. Violet blotch. Excellent.	1	2.00	—	—	—	—	1	.25
Aida (P) Very deep blue with reddish blotch. A favorite.	1 12	.15 1.25	.12 1.00	—	—	—	12	.15
Albatross (P) A grand, large, tall, pure white			SOLD OUT					
Alma Needham (Sal) Tall LaFrance Pink.	1 12	.40 4.00	.35 3.50	.30 3.00	.25	—	12	.25
Amador (Kingsley) A new red. A red that lives and burns and glows and flashes in a most spectacular manner. Wonderful spike, placement and substance.	1 —	3.00 —	2.50 —	2.00 —	—	—	1	.25
Amazon (Gilrey) Large Lilac mauve	1	3.00	—	—	—	—	1	.35
Angel's Dream (Ellis) Large rich light pink.	1 12	.15 1.20	.10 .95	—	—	—	15 1000	.10 3.00
Anna Eberius (D) A good spike of velvety deep purple.	12	.40	.30	—	—	—	1000	.60
†**Annie Laurie (Brown) Lovely delicate ruffled pink.	12 100	.50 3.00	.40 2.40	.30 1.80	—	—	50 1000 1 qt.	.10 .70 1.60
†Antione (K) The richest pure yellow.	12 100	.60 4.00	.50 3.20	.40 2.60	.30 2.00	.20 1.60	25	.10
†*Apricot Glow (Palmer) Very tall apricot.	12 100	.50 3.00	.40 2.40	.30 1.80	.20 1.20	— .90	50 1000 1 qt.	.10 .60 1.50
*Balbca (Briggs) Beautiful shade of orange salmon. Straight spike.	12 100	.50 3.00	.40 2.40	.30 1.80	—	—	50 1000	.10 .60
†Belinde (P) A beautiful light yellow. Spike sometimes crooks.	12 100	.50 3.00	.40 2.40	—	—	—	50 1000	.10 .60
Berty Snow (Mair) Large Lavender. Tall spike and large flower.	12 100	.90 6.00	.70 4.80	.50 3.60	.40 2.40	—	50 1000 1 qt.	.10 1.00 3.50
†Betty Nuthall (Sal) Coral pink, pale yellow throat. Marvelous perfection in spike and flower.	1 12 100	.10 1.00 7.00	— .80 5.00	— .60 4.00	— .45 3.00	—	25 1000 1 qt.	.10 1.60 4.00
Bill Sowden (Fallu) Giant rich self red.	1 12	.75 7.00	.60 6.60	.45	.40	.30	12	.50
Blue Admiral (Christ-Nitch) Large dark blue variety. Flowers five inches and more in size.	1 —	15.00 —	—	—	—	—	1 12	1.50 15.00
Blue Danube (P) Pure amethyst blue with darker blotch.	1 12	1.25 12.00	1.00 9.60	—	—	—	2 12	.10 .60
Blue Ribbon Mixture. A special mixture which we make up as ordered of high class prize winning varieties. You will like it.	12 100	.70 4.50	.60 3.75	.50 3.00	.40 2.50	—	—	—
Blue Royale (Vaughan) New tall blue of merit.	1 —	4.50 —	3.50 —	3.00 —	2.50 —	—	1 12	.50 4.50
Blue Triumphator (P) A fine flower under favorable conditions.	1 —	2.50 —	2.00 —	1.60 —	1.25 —	—	1 12	.15 1.50
Bobby (K) Deep rose. A beautifully shaped flower.	12 100	.50 3.40	.40 2.80	.30 2.00	—	—	50	.10
†*Break O'Day (Bill) A worthwhile early tall pink variety.	12 100	.50 3.20	.40 2.60	.30 2.00	—	—	50 1000	.10 .60
Cadillac (V) A tall spike with large yellow flowers of much merit.	1	1.00	—	—	—	—	—	—
Canberra (E) Tall outstanding yellow of good substance.	1 12	.30 2.80	.25 2.40	.20 1.80	.15 1.30	.12 1.00	12 1000	.15 5.00
†Captain Boynton (Boynton) Large lavender with purplish blotch.	12 100	.50 3.00	.40 2.40	.30 1.80	.25 1.20	.20 1.00	50 1000	.10 .60



SEE DISCOUNTS

SHIPMENTS PREPAID

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
*Cara Mia (M) Deep shrimp pink making a tall spike.	1 12	.15 1.25	.10 .90	— .70	— .50	— .40	25 1000	.10 2.00
†Carmen Sylvia (Dec) Excellent tall white. Good commercially.	12 100	.50 3.00	.40 2.40	.30 1.80	— —	— —	100 1000	.10 .60
†Catherine Coleman (C) Salmon pink with small blotch. Spike very tall with long flower head.	12 100	.60 4.00	.50 3.20	.40 2.40	— —	— —	40 1000	.10 1.00
†Chas. Dickens (P) Very tall strong plant with large flower head and very large purple violet florets.	12 100	.60 4.00	.50 3.00	.40 2.00	— —	— —	40 1000	.10 .75
Chas. Lindberg (Dec.) A very outstanding pure pink variety. Color a beautifully clear pure pink of great richness with light cream throat.	1 12	1.00 9.80	— —	— —	— —	— —	12	1.00
Chicago (K) A wonderfully ruffled deep geranium red. Rather short spike.	1 12	.25 2.40	.20 1.80	.15 1.40	.12 1.00	— —	12	.10
Color Marvel (K) Deep vermilion scarlet. Ruffled.	1 12	.40 3.80	.35 3.40	.30 2.80	— —	— —	12	.40
Commander Koehl (P) New scarlet red and much in demand.	1 12	.40 3.80	.30 2.80	.25 2.20	— —	— —	12	.30
*Copper Bronze (K) Old copper and bronze, very rich color.	12 100	— —	.40 2.00	.30 1.60	— —	— —	100 1 qt.	.10 1.50
Coronado (Briggs) Heavily ruffled white with lacey purple blotch.	1 12	.20 2.00	.15 1.50	.10 1.00	— .75	— .60	12	.15
Coryphee (P) Finest clear light rose pink. Sometimes crooks.	1 12	.20 2.00	.15 1.50	.10 1.00	— —	— —	12 1.00	.15 .75
*Creatore (Bill) A very large Grand Prim. Florets often six inches across. Rose doree with touch of carmine.	1 12	.25 2.40	.20 1.80	.15 1.40	.10 1.00	— .75	12	.15
Crimson Glow Rich deep red. . . . .	12 100	.50 3.40	.40 2.40	— —	— —	— —	25 1 qt.	.10 1.50
Crinkles (K) A very heavy substance rose. Flower rather small but intensely ruffled and very beautiful.				SOLD OUT				
Dearborn (V) Immense spike and flower of rich salmon flesh color.	1	2.00	—	—	—	—	1 12	.40 3.50
Dorothy McKibben Outstanding rich rose variety with tall spike.	12 100	.50 3.00	— —	— —	— —	— —	50	.10
Dr. Christ Martz (K) Very large flower and spike. Heavily ruffled, blood red	12 100	.50 3.40	.40 2.80	.30 2.20	.20 1.50	.15 1.00	40 1 qt.	.10 2.00
Dr. Durr (P) Very attractive cream color with light yellow throat. Very early	1	4.00	3.00	2.50	—	—	1 12	.50 5.00
†Dr. F. E. Bennett (D) Tall brilliant scarlet with large florets.	12 100	.50 3.00	.40 2.40	.30 1.80	.20 1.20	.15 .80	40 1000	.10 .75
Dr. Moody (Kinyon) Large lavender and rather early.				SOLD OUT				
Dr. Nelson Shook (K) Large spike. Many ruffled rose florets open.	12 100	— —	.50 2.80	— —	— —	.20 —	40 1000	.10 .75
Edith Mason (V) Large flower and spike. Clear light pink, self color.	1 12	.25 2.40	.20 1.80	.15 1.40	.10 1.00	— .75	25 1000	.10 3.00
†Emile Aubrun (L) Deep smoky pink. Many times a prize winner.	12 100	.60 4.00	.50 3.20	.40 2.40	.30 1.60	.20 1.00	50	.10
Enrica Morini (P) Early variety similar to P. Triumph in color.	1	4.00	3.50	3.00	—	—	1	.50
*Fata Morgana (P) Peach blossom pink. Very delicate shade.	1	.75	.60	—	—	—	—	—
Fay Lanphier (W) Beautiful coral pink.	12 100	.50 3.00	.40 2.40	.30 2.00	.25 1.60	— 1.00	30 1000	.10 .60
Frank M. Schick (Sal) Clear geranium pink, long flower head.	1 12	.15 1.40	.10 1.00	— —	— —	— —	20	.10
†*Gay Hussar (Sal) Beautiful salmon orange wonderfully blended.	12 100	.90 4.00	.75 3.00	.60 2.40	.50 1.80	.35 1.20	30	.10
†Geraldine Farrar Lavender blue and a worthwhile variety of this color.	12 100	.80 5.00	.60 4.00	.50 3.00	.35 2.00	.25 1.20	20 1000	.10 1.50
†*Giant Nymph (C) One of the best in light pink class.	12 100	.50 2.80	.40 2.00	.30 1.60	.20 1.20	.15 .80	50 1 qt.	.10 1.50

SEE DISCOUNTS

SHIPMENTS PREPAID

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
<b>Gloriana (Bet)</b> Tall pure salmon. Out-standing.	12 100	.50 3.00	.40 2.40	.30 1.80	.20 1.20	.15 1.00	100 1 qt.	.15 2.00
<b>G. M. Hugh A</b> large rosy violet. Worth-while.	1	1.50	1.25	—	—	—	—	—
<b>Gold Eagle (A)</b> Very early rich yellow.	12 100	.50 3.00	.40 2.00	— —	— —	— —	50 1 qt.	.10 1.25
<b>**Golden Amber (Sal)</b> Name describes color. Exhibition Prim.	12 100	.60 4.00	.50 3.00	.35 2.40	.25 1.80	.20 1.20	25 1000	.10 .75
<b>Golden Dream (Groff)</b> Tall spike and long flower head of deep pure yellow.	12 100	.50 3.20	.40 2.40	.30 1.80	.25 1.20	— —	50 1000 1 qt.	.10 .75 2.00
<b>**Golden Frills (K)</b> Deep daffodil yellow with flame colored blotch.	12 100	.50 3.00	.40 2.00	.30 1.60	.20 1.20	.15 .80	50 1 qt.	.10 2.50
<b>Graf Zeppelin (P)</b> Clear brilliant orange scarlet.	1	1.25	1.00	.75	.60	—	12	.60
<b>†*Halcyon (Bill)</b> Very tall spike with large flowers of lavender pink.	12 100	.60 4.00	.50 3.00	.40 2.40	.30 2.00	.20 1.60	50 1000	.10 .75
<b>†Heavenly Blue (P)</b> Very light delicate blue. Not large but distinctive.	1 12 100	.15 1.40 10.00	.10 1.00 7.00	— .75 4.00	— .60 2.40	— .45 —	25 1000 —	.10 1.60 —
<b>Helen Jacobs (Sal)</b> Large clear Jasper pink. Tall vigorous plant.	1	.40	.35	.30	.25	—	12 1000	.15 10.00
<b>Helen Wills (Sal)</b> Tall white of merit.	12 100	1.00 6.00	.80 4.50	.60	—	—	25	.10
<b>Heliosa (P)</b> Wonderfully ruffled rich pure yellow.	1	1.00	.80	.65	—	—	—	—
<b>† Henry C. Goehl (F)</b> Pure white with dark red blotch.	12 100	.50 3.00	.40 2.40	.30 1.80	— —	— —	50	.10
<b>Henry Ford (D)</b> Deep wine purple.	12 100	.50 3.00	.40 2.40	—	—	—	100	.10
<b>Herbstauber (P)</b> Large orange salmon of merit.	12 100	.60 4.00	.50 3.00	.40 2.40	.30 2.00	.20 1.60	30 1 qt.	.10 4.00
<b>Hercules (Crow)</b> Large deep clear buff.				SOLD OUT				
<b>Hinemoa (Doney)</b> Deep rose pink with yellow throat.	1 12	.75 7.00	.60 5.50	.50	—	—	12	.60
<b>Hollyhock (K)</b> Tall white with red blotch. Very good.	12	1.80	1.60	1.20	—	—	12	.10
<b>Homestake (Dec)</b> A rich bronze. . . . .	12 100	1.00 6.00	.80 5.00	—	—	—	25 1000	.10 2.50
<b>Hyacinth (Gilrey)</b> Large shell pink flower.	1	5.00	—	—	—	—	1	.75
<b>Immensity (K)</b> Very attractive salmon orange.	12 100	.50 3.00	.40 2.40	—	—	—	50	.10
<b>**Impressario (K)</b> Canary yellow laci-niated variety.	1 12	.50 4.50	.40 3.50	.30 2.50	.20 1.60	.15 1.40	12 100	.50 4.00
<b>Indian Summer (K)</b> Very large flower and heavy spike of ruffled lavender.	12 100	.50 3.00	.40 2.40	.30 2.00	.25 1.60	—	40 1 qt.	.10 2.50
<b>Inspiration (Palmer)</b> Deep shrimp pink of heavy substance.	1	2.50	—	—	—	—	1	.20
<b>†Jane Addams (Dec.)</b> Very large lavender flower with cream throat.	12 100	.80 5.00	.60 4.00	.50 3.00	.35 2.40	—	50 1000 1 qt.	.10 1.50 4.00
<b>Janet (Crow)</b> Smoky gray shaded deep peach pink.	1	.25	.20	.15	—	—	12	.20
<b>Joerg's White (Joerg)</b> Large cream white.				SOLD OUT				
<b>†John T. Pirie (K)</b> Mahogany-brown.	12 100	.60 3.60	.50 2.80	.35 2.20	—	—	25 1000	.10 .75
<b>Jonkheer Van Tets (P)</b> Tall outstanding white.	1	.75	.60	—	—	—	12	.50
<b>Jubilee (Kemp)</b> Very large lavender pink.	1 12	.45 4.00	.40 3.50	.35 3.00	.25 2.25	—	12	.35
<b>King Arthur (A.A.A.)</b> Very heavilv ruffled and of beautiful lavender shade.	1	10.00	8.00	6.00	5.00	—	1	1.00



SEE DISCOUNTS

SHIPMENTS PREPAID

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
†**King of Oranges (K) Brilliant orange.	12 100	.60 4.50	.50 3.50	.40 2.50	.30 1.80	.20 1.20	30 1000	.10 .75
†*La Paloma (Dus) Early brilliant orange of an unusually rich and attractive shade.	1 12 100	.25 2.40 15.00	.20 1.80 12.00	.15 1.40 8.00	.10 .90 6.00	— .75 4.40	12 1000	.15 4.00
†Lavender Bride (Bride) Wonderful smoky lavender. Large.	12 100	.90 5.00	.70 4.00	.50 3.00	.40 2.40	.30 2.00	20	.10
Lavender Delight (A.A.A.) Lavender rose.	1	2.00	1.60	1.20	1.00	.60	12	1.00
Lavender Rose (K) Delicate lavender pink. Good flower and spike.	1	1.00	.75	—	—	—	12	1.00
Libelle (P) A beautiful new heliotrope blue.	1 12	2.00 24.00	1.50 20.00	1.25 14.50	— —	— —	1 12	.25 1.90
Littlejohn (Stevens) Very large spike and flower of beautifully ruffled rose.	1 12	.25 2.40	.20 1.80	.15 1.40	.12 1.10	.10 .90	15 1000	.10 5.00
†Longfellow (Dec) Tall rich LaFrance pink.	12 100	.50 3.00	.40 2.40	.30 1.80	— —	— —	50 1 qt.	.10 1.40
Loyalty (A) Large ruffled yellow. . . . .	1 12	.15 1.50	.12 1.20	— —	— —	— —	— —	— —
†Madame Norena (Dec) A spike of above average height with fine flower head. The color is a clear, delicate buff.	1 12 100	.15 1.50 10.00	.12 1.20 8.00	.10 1.00 6.00	— .75 4.00	— .50 3.00	20 1000	.10 2.50
Maid of Orleans (P) One of the best new exhibition whites introduced.	1 12	1.50 15.00	1.25 12.50	1.00 10.00	.80 —	— —	10	.50
Mammoth White (U.B.) Grand pure white with five to seven inch florets.	1 12	.40 3.90	.35 3.20	.30 2.60	— —	— —	12 100	.25 1.50
†*Mandarin (Dec) Very tall, orange, grand prim with much merit. Good commercially.	12 100	.50 3.00	.40 2.50	.30 2.00	.25 1.50	.15 1.00	50 1000	.10 2.00
†Marietta (M) Rich salmon orange. Tall fine variety.	12 100	.50 3.00	.40 2.40	.30 1.80	.25 1.20	— —	50 1 qt.	.10 1.50
†Marmora (Errey) Silver gray. Gigantic florets.	12 100	.80 5.00	.65 4.00	.50 —	.30 1.80	.20 1.20	25 1000	.10 .75
†Marnia (Kemp) Large, brilliant orange. Good spike and substance. Very rich.	12 100	.50 3.00	.40 2.40	.30 1.80	.25 1.20	.20 —	50 1 qt.	.10 1.50
Marocco (P) Deep rich dark red. . . . .	1	.15	.12	.10	—	—	15	.20
Mary Elizabeth (Stevens) Very large white. Cream throat.	1	4.50	—	—	—	—	1	.45
†Mary Frey (G) Beautiful early lavender pink. Should be in every garden.	12 100	.60 4.00	.50 3.20	.40 2.60	.30 2.00	.20 1.20	50	.10
†Mary Jane (K) Light silvery lavender. Much admired.	12 100	.90 6.00	.70 5.00	.60 4.00	.45 3.00	.35 2.00	30 1000	.10 1.00
Mexican Fire Opal (Sal) Orange copper with tall straight spike.	1 12	.45 4.50	.35 3.50	.30 3.00	.25 2.50	— —	15	.25
†Minuet (C) Tall, straight, strong spike with beautiful lavender flower.	12 100	.80 4.40	.60 3.60	.50 2.80	.40 2.00	— —	30 1 qt.	.10 5.00
Miss Des Moines (Dec) A wonderfully clear lavender with cream throat.	1 12 100	.30 2.50 —	.25 2.00 —	.20 1.60 —	.15 1.40 —	.10 .90 6.00	15 1000	.25 12.00
†*Miss Joy (J.E.F.) A light pink. Grand prim with a wonderfully straight graceful spike.	1 12 100	.15 1.40 8.00	.12 1.20 6.50	.10 .90 5.00	— .70 4.00	— .50 3.00	20 1000 1 qt.	.10 3.00 10.00
Mixed Bulbs. Good standard named varieties	12 100	.50 2.50	.40 2.00	— —	— —	— —	— —	— —
Moorish King (P) Very tall straight spike with very rich dark red florets.	1	2.00	—	—	—	—	—	—
Mother Machree (Stevens) Large golden lavender.	1 12 100	.30 3.00 15.00	.25 2.50 12.00	.20 2.00 10.00	.15 1.50 —	.10 1.00 —	25 100	.15 .50
Mrs. Anna Pfitzer (P) Tall creamy white.	1	.75	.60	—	—	—	12	.75
†**Mrs. Calvin Coolidge. A beautifully ruffled light salmon rose. Considered the most beautiful Prim.	12 100	.60 4.00	.50 3.00	.40 2.40	.30 1.80	.20 1.20	25 1 qt.	.10 3.00

## SEE DISCOUNTS

## SHIPMENTS PREPAID

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
†Mrs. F. C. Hornberger (H) One of the best exhibition whites.	12 100	.60 4.00	.50 3.00	.40 —	.30 —	.20 —	25 —	.10 —
Mrs. F. C. Peters (Fis) A tall spike of rich lavender with blotch.	12 100	.50 3.00	.40 2.40	.30 2.00	— —	— —	50 —	.10 —
Mrs. F. E. Pendleton (K) Pink with deep blotch. Good commercial.	12 100	.50 3.00	.40 2.00	— —	— —	— —	1 qt. —	1.00 —
Mrs. J. R. Walsh (D) The color is white tinted with pink with large flame colored blotch on lower petals.				SOLD OUT				
Mrs. Leo E. Miller (M) Pale salmon flame in color, highly ruffled and heavy substance.	1	5.00	—	—	—	—	1	.50
†Mrs. Leon Douglas (D) The giant of them all. Flame pink. Very large and outstanding.	12 100	.50 3.00	.40 2.40	.30 1.80	.25 1.20	.15 .80	40 1 qt.	.10 1.20
†Mrs. P. W. Sisson (C) A very good light pink.	12 100	.50 3.40	.40 2.60	— —	— —	— —	50 —	.10 —
Mrs. Ray P. Chase (M) Large white. Spike generally perfect.	1	1.00	.80	—	—	—	12	.60
Mrs. S. A. Errey (E) Tall massive orange. Very large florets.	1 12	— —	— —	.17 1.60	.15 1.20	— —	12 1000	.10 8.00
†Mrs. Van Konynenburg (P) A very popular blue variety. Clear color, has merit.	12 100	.75 4.40	.65 3.20	.55 2.40	— —	— —	15 1000	.10 1.00
†*Nancy Hanks (Sal) Apricot to orange pink. Very rich.	12 100	.60 3.60	.50 2.80	.40 2.00	— —	— —	50 1 qt.	.10 2.00
Netherland Prince (S) Very tall large salmon pink.	1 12	1.00 10.00	.80 8.00	.60 6.00	.50 5.00	— —	12 100	.60 3.00
New Violet (Khff) A dark violet with tall straight spike. Very much worthwhile.	1 12 100	.15 1.40 8.00	.12 1.00 6.50	.10 .90 5.00	— — 4.00	— — —	12 1000 —	.10 4.00 —
Nimrod (Errey) Flowers of a rich deep dark crimson color.	12 100	.60 4.00	.50 3.00	— —	— —	— —	20 —	.10 —
1910 Rose (K) Very early commercial rose.	12 100	.50 2.50	.40 2.00	.30 1.60	— —	— —	50 1 qt. 1 pk	.10 1.00 5.00
**Orange Butterfly (Sal) A glowing bronzy orange Prim.				SOLD OUT				
†*Orange Queen (P) Tall orange yellow. Good commercial.	12 100	.50 3.00	.40 2.40	.30 1.80	— —	— —	50 1 qt.	.10 1.20
Orange Wonder (Kemp) Very tall spike of rich orange florets.	1 12	— —	.12 1.20	.10 1.00	— .75	— .50	15 1000	.10 3.00
Orchid Lady Large lavender.....	12	.75	.60	.50	.30	—	20	.10
†Oriental Silk (A) Color clean translucent rose with small deep rose blotch.	12 100	1.00 6.00	.80 5.00	.60 4.00	.40 3.00	.30 2.00	25 —	.10 —
*Othello (P) Rich deep violet.....	1 12	.15 1.40	.12 1.20	.10 .90	— —	— —	12 1000	.10 3.00
Paisley (A) Tints of rose and glints of gold.	1 12	.40 3.50	.35 3.00	.30 2.50	.25 2.00	— —	15 —	.25 —
**Patricia Carter (K) A beautiful Prim of soft clear light shrimp pink.	1 12	.15 1.50	.12 1.00	.10 .90	— .60	— —	12 1000	.15 5.00
Paul Pfitzer (P) Tall velvety purple. Most outstanding in this color class.	12 100	.60 4.00	.50 3.00	.40 2.00	.30 1.50	.20 —	12 1000	.10 2.50
Pearl of California (King) A medium sized spike. Beautiful LaFrance pink with many florets open.	12 100	— —	.80 5.00	.60 4.00	— —	— —	12 1000	.15 2.25
Pelegrina (P) A magnificent dark blue.	1	7.50	6.00	5.00	4.00	—	1 12	1.00 9.60
Pella (K) Rather early rich rose with throat markings.	12 100	.50 3.00	.40 2.40	.30 1.80	.20 1.20	— —	50 —	.10 —
Pfitzer's Triumph (P) A very large salmon orange with florets five to seven inches across.	12 100	.75 4.00	.60 3.00	.50 2.00	.40 1.50	.30 —	12 1000 1 qt.	.10 2.00 5.00



VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
†Phaenomen (P) Beautiful light pink.	12 100	.60 3.60	.50 2.40	.35 1.80	.25 1.20	.15 1.00	40	.10
Picardy (Palmer) The most outstanding pink.	1 12	2.50 25.00	2.00 20.00	— —	— —	— —	1 12	.25 2.40
							100	15.00
Pink Cloud (K) Beautiful ruffled light pink of very heavy substance.	12	.60	.50	.40	.30	—	20	.10
Pride of Portland (Ellis) Tall, straight spike. Color rose salmon with white throat.	1 12	.25 2.00	.20 1.60	.15 1.20	.12 1.00	.10 —	15 1000	.15 6.00
†Pride of Wanakah (C) Tall, graceful spike of rich rose.	12 100	.50 3.00	.40 2.40	.30 1.80	— —	— —	50	.10
†Primrose Princess (Sal) Primrose yellow. Tall spike.	12 100	.80 5.00	.60 4.00	.45 3.00	.35 2.40	.25 1.60	25 1000	.10 .60
Prof. Keesom (Krelage) Salmon flame brick red with vermillion blotch.	1 12	.15 1.40	.12 1.10	.10 .90	— .70	— .50	15 1000	.15 2.50
Purple Challenge (K) A very rich purple. Tall and graceful.	1	.35	.30	—	—	—	—	—
Purple Glory (K) A large rich dark red heavily ruffled.	12 100	.60 3.75	.50 3.00	.40 2.25	.30 1.80	.25 —	25 1000	.10 1.50
Purple Victory (Gilrey) A much improved purple glory.	1	1.35	1.25	—	—	—	1	.10
**Queen Mary (Mair) A wonderful spike of cream perfection when well grown.	1	.50	.40	.35	.30	.25	12	.60
†*Radiant Orange (A) A very rich orange and a healthy vigorous plant.	12 100	1.00 6.00	.80 5.00	.60 4.00	.50 3.00	.35 2.00	25	.15
†*Radiant Queen (H) A fine rich orange. Prim Grand.	12 100	.60 4.00	.50 3.20	.40 2.40	.30 1.80	.20 1.20	30 1000	.10 .80
Rameses (Stevens) Very tall Aster purple	1 12	2.00 19.40	1.50 14.80	— —	— —	— —	12	1.00
Red Phipps (Briggs) Tall spike with six to ten brilliant red flowers open at once. Color and substance good.				SOLD OUT				
Rippling Water (Ellis) Tall cream colored glad with many florets open.	1 12	.30 2.50	.25 2.00	.20 1.60	.15 1.20	.10 .90	15 1000	.25 5.00
Rosemarie Pfitzer (P) A particularly meritorious variety of milky white sometimes with a tint of pink.	1	6.00	5.00	—	—	—	1	1.00
*Rose Mist (Fis) Beautiful rose with a silver sheen. Grand Prim.	12 100	— —	.40 2.50	.30 1.80	.20 1.20	— —	50 1 qt.	.10 1.25
Rosewood (A) Dark, rich, smoky rose.	1 12	.20 2.00	.15 1.50	.10 1.00	— —	— —	12	.15
Royal Lavender (Sch) New dark lavender.	12 100	1.50 8.00	1.20 6.00	1.00 4.50	.75 3.20	— —	15 1000	.10 4.00
Rozan (A) Tall spike with long flower head. A clear light pink.	12	1.00	.80	—	—	—	25	.10
Ruffled Gold (G) Highly ruffled golden yellow. Much admired.	1 12 100	.15 1.40 8.00	.12 1.10 6.00	.10 .90 4.50	— — 3.00	— — —	12 1000	.10 3.00
Salbach's Orchid (Sal) Very tall spike with large lavender pink flowers.	1 12	1.50 14.40	1.25 12.00	1.00 8.00	— —	— —	12	.70
Salbach's Pink (Sal) A fine spike of large geranium pink flowers.	1 12	.25 —	.20 2.00	.15 1.40	.10 1.00	— —	12 1000	.15 7.00
†Saraband (Sal) Deep mulberry of merit.	12 100	.60 3.60	.50 3.00	.40 2.40	.30 1.80	.20 1.00	50 1000	.10 .50
*Scarlet Bedder (Sal) Glowing scarlet Prim Grand. Worth while.	12 100	— —	.50 3.00	.40 2.40	.30 —	— —	30	.10
†Scarlet Wonder (C) Very large bright scarlet.	12 100	.50 3.60	.40 3.00	.30 —	.25 —	.15 —	40	.10
Schwaben Girl (P) New pure pink. A wonderfully clear color.	1 12	1.25 12.00	1.00 9.60	.75 —	.50 —	— —	12	.50
**Sea Foam (V) Prize winning tall white graceful Prim.	1 12	.25 2.40	.20 1.90	.15 1.40	.10 .90	— .70	12 1000	.25 5.00



SEE DISCOUNTS

SHIPMENTS PREPAID

VARIETY	Per	No. 1	No. 2	No. 3	No. 4	No. 5	Bulblets	
Senorita (Sal) Florets are a rich yellow with carmine tongue in throat.	1 12 100	.15 1.40 8.00	.12 1.10 6.00	.10 .80 5.00	— .60 4.00	— .50 3.00	15 1000 1 qt.	.10 3.50 10.00
Shubert (P) Very lovely creamy yellow with vivid scarlet blotches.	1	4.00	3.00	2.40	2.00	1.50	1	.50
Smiling Maetro (Hillside Gardens) Large salmon pink of an unusual tint	1	5.00	—	—	—	—	1	.50
Solveig (Decorah) Grand new ruffled white, has just a touch of rose deep in throat.	1	40.00	36.00	—	—	—	—	—
No discount allowed on Solveig								
†Sovereign (V) A rich violet purple with tall, straight spike.	12 100	.50 3.40	.40 2.80	.30 2.20	.25 1.60	.20 1.00	30	.10
Stuttgardia (P) Very large brilliant orange scarlet.	1 12	.30 3.00	—	—	—	—	12	.25
Sultan (Crow) Deep rose red.....	1	2.50	—	—	—	—	1	.20
*Sunshine Girl (Stevens) Prim Grand of a lovely rich pink. Yellow in the throat.	1 12	.75 7.00	.60 5.00	.50 4.00	.40 3.50	.30 2.60	12 1000	.40 14.00
Sweet Rose (K) Pure deep rose pink.	12	.60	.50	.40	—	—	30	.10
Sword of Mahomet (Ellis) Tall smoky brown. A good spike and flower.	12 100	.60 4.00	.50 3.20	.40 2.60	.30 2.00	.25 1.00	30 1 qt.	.10 5.00
Sylvia West (Row) Rates well as a white but has never been outstanding for me.	1	2.50	—	—	—	—	1	.25
Tennyson (Kingsley) A velvety brownish oxblood red with cream blotch in throat.	1	3.00	—	—	—	—	1	.15
Thomas A. Edison (K) Ruffled dark red. Very rich.	1 12	.80 7.50	.60 6.00	.50 5.00	—	—	12	.80
Tintaldra (Errey) Tall spike, flesh pink	1	2.00	1.60	—	—	—	—	—
Tobersun (A) A large rich yellow.....	1 12 100	.30 2.40 15.00	.25 1.80 12.00	.20 1.40 8.00	.15 1.00 6.00	—	12 1000	.15 3.00
Trudel Grotz (P) A spike with immense pink florets five to six inches across.	12 100	— —	.50 3.20	.40 2.60	—	—	25 1 qt.	.10 4.00
†Veilchenblau (P) Fine dark blue.....	12 100	.80 5.00	.70 4.00	.60 3.00	.50 2.20	.30 1.60	15 1000	.10 2.00
Veiled Brilliance (A) Bright, old rose pink with creamy throat.	12 100	1.00 6.00	.80 5.00	.60 4.00	.50 3.00	.30	20 1000	.10 2.00
Victor (E) Large brilliant scarlet with cream throat. Very striking.	1 12	.20 1.80	.15 1.40	.10 1.00	— .75	— .50	12 1000	.10 5.00
*Wasaga (Palmer) The color is a glowing iridescent buff, distinctively beautiful.	1	5.00	—	—	—	—	1 12	1.00 9.60
White Cloud (DeGroot) Tall, early, pure white of good form.	1	2.00	1.60	1.20	1.00	—	1 12	.20 2.00
†W. H. Phipps (D) Enormous spikes and flowers of LaFrance pink. Exhibition king.	12 100	.60 3.80	.50 3.00	.40 2.20	.30 1.40	.20 1.00	30	.10
Winged Victory (Briggs) Very large pink.	1 12	.35 3.00	.30 2.60	.25 2.00	.20 1.60	.15 1.20	12 1000	.20 10.00
Wolfgang Von Goethe (P) New red raspberry shade. Large flowers.	1	1.50	1.25	1.00	.80	—	12	.60
Wurtembergia (P) A very large new scarlet with cream blotch.	1	2.50	2.00	1.50	1.00	.80	10	1.00
Yellow Perfection (P) An early yellow with spike and flower of quality.	1 12	.60 6.00	.50 4.80	.40 3.80	.30 2.90	.25 2.40	12 1000	.30 14.00

† For quantity prices, see page 11  
\* Primulinus Grandiflorus  
\*\* Primulinus

BETTER BLOOMING BULBS  
**HEBERLING'S GLADIOLUS**  
INC  
CORN BELT GROWN

# J. H. Heberling

# Easton, Illinois, USA

Ship to.....Date.....  
(please write very plainly)

**Street and Number.....P.O. Box.....**

Post Office.....State.....

**Express Address.....**  
(if different from post office)

**NOTICE—To assist us and to avoid delay, please read terms of sale—list varieties alphabetically—write letter on separate sheet**

**AMOUNT ENCLOSED**

**Money Order.....\$\_\_\_\_\_**

**Draft or Check.....\$\_\_\_\_\_**

**Cash or Stamps....\$\_\_\_\_\_**

**WE APPRECIATE YOUR PATRONAGE**

**DO NOT WRITE HERE**

**Our Order No..... Checked..... Marked Off.....**

**Received..... Packed..... Express.....**

**Booked..... Shipped..... Parcel Post.....**

[illegible]

**In making order, please give price to avoid delay and errors—continue order on other side**

**CONTINUE ORDER ON THIS PAGE**

[illegible]

**HAVE YOU A FRIEND WHO WOULD LIKE OUR PRICE LIST?**

**HAVE YOU A FRIEND WHO WOULD LIKE OUR PRICE LIST?**



# Quantity Prices!

(Shipped Express Collect, F.O.B. Easton, Illinois)

No previous discounts named in this price list apply to the following quotations as they are made net.

**10% Special Discount** however may be deducted from price on all orders amounting to \$25.00 or more when cash accompanies order. All stock quoted is subject to prior sale. Orders accepted for 100 or more of same size and variety at the 1000 rate. However, no order will be accepted from this list for less than \$3.00.

VARIETY	(per 1000)	No. 1	No. 2	No. 3	No. 4	No. 5	No. 6	Bulblets quart	peck
Aflame		\$27.00	\$22.00	\$18.00	\$12.00	\$9.00	\$6.00	\$3.35	\$25.00
Annie Laurie		15.00	12.00	_____	_____	_____	_____	1.50	_____
Antione		20.00	16.00	12.00	10.00	7.00	4.00	1.50	10.00
Apricot Glow		12.00	10.00	_____	_____	_____	_____	1.00	6.00
Belinde		18.00	_____	_____	_____	_____	_____	1.50	_____
Betty Nuthall		_____	24.00	18.00	12.00	_____	_____	3.00	_____
Break O'Day		12.00	10.00	_____	_____	_____	_____	1.00	6.00
Captain Boynton		15.00	12.00	10.00	8.00	5.00	_____	1.00	_____
Carman Sylvia		12.00	10.00	8.00	_____	_____	_____	1.00	_____
Catherine Coleman		22.00	16.00	12.00	_____	_____	_____	2.25	_____
Charles Dickens		22.00	16.00	_____	_____	_____	_____	_____	_____
Dr. F. E. Bennett		15.00	12.00	_____	7.00	_____	_____	1.25	8.00
Emile Aubrun		22.00	18.00	14.00	10.00	6.00	3.00	1.25	8.00
Gay Hussar		15.00	12.00	10.00	7.00	5.00	2.50	1.50	8.00
Geraldine Farrar		22.00	17.00	13.00	10.00	_____	_____	2.00	_____
Giant Nymph		12.00	10.00	_____	5.00	3.00	_____	1.00	_____
Halcyon		20.00	15.00	_____	8.00	5.00	3.00	1.50	8.00
Heavenly Blue		50.00	40.00	30.00	_____	_____	_____	3.00	_____
Henry C. Goehl		15.00	12.00	_____	_____	_____	_____	1.25	_____
Jane Addams		27.50	21.00	16.00	_____	_____	_____	2.65	20.00
John T. Pirie		15.00	12.00	_____	_____	_____	_____	1.50	6.00
King of Oranges		18.00	14.00	10.00	7.50	4.00	2.00	1.00	6.00
La Paloma		60.00	50.00	40.00	30.00	20.00	_____	9.00	_____
Lavender Bride		_____	20.00	15.00	10.00	7.50	_____	1.50	_____
Longfellow		15.00	12.00	9.00	_____	_____	_____	1.00	6.00
Madame Norena		40.00	32.00	24.00	18.00	12.00	9.00	4.00	_____
Mandarin		15.00	12.00	9.00	7.00	5.00	2.50	1.50	6.00
Marietta		15.00	12.00	_____	_____	_____	_____	1.00	_____
Marmora		25.00	20.00	_____	10.00	5.00	3.00	1.50	10.00
Marnia		14.00	10.00	_____	_____	_____	_____	1.00	6.00
Mary Frey		20.00	16.00	12.00	9.00	4.00	2.50	1.50	10.00
Mary Jane		30.00	20.00	15.00	10.00	5.00	3.00	3.00	_____
Minuet		30.00	24.00	18.00	_____	_____	_____	3.25	25.00
Miss Joy		45.00	35.00	25.00	20.00	_____	_____	6.50	_____
Mrs. Calvin Coolidge		_____	15.00	12.00	9.00	6.00	_____	1.50	_____
Mrs. F. C. Hornberger		15.00	12.00	_____	_____	_____	_____	_____	_____
Mrs. Leon Douglas		12.00	10.00	8.00	6.00	4.00	_____	1.00	7.00
Mrs. P. W. Sisson		15.00	_____	_____	_____	_____	_____	_____	_____
Mrs. Van Konynenburg		_____	20.00	16.00	12.00	_____	_____	_____	_____
Nancy Hanks		12.00	9.00	_____	_____	_____	_____	1.00	6.00
Orange Queen		12.00	9.00	_____	_____	_____	_____	1.00	5.00
Oriental Silk		25.00	20.00	15.00	11.00	8.00	4.00	3.00	20.00
Phaenomen		15.00	12.00	9.00	7.00	4.00	2.00	1.00	6.00
Pride of Wanakah		15.00	12.00	10.00	_____	_____	_____	1.00	6.00
Primrose Princess		25.00	20.00	16.00	12.00	9.00	5.00	1.75	10.00
Radiant Orange		24.00	18.00	12.00	9.00	_____	_____	1.75	10.00
Radiant Queen		15.00	14.00	10.00	7.00	5.00	_____	1.00	5.00
Saraband		18.00	14.00	10.00	7.00	5.00	2.50	1.00	6.00
Scarlet Wonder		12.00	10.00	8.00	6.00	_____	_____	1.00	_____
Sovereign		15.00	12.00	9.00	7.00	5.00	2.50	1.00	6.00
Veilchenblau		27.50	22.00	17.00	12.50	_____	_____	3.35	24.00
W. H. Phipps		14.00	12.00	10.00	8.00	_____	_____	1.20	7.50

# The Proof of the Pudding!

Massachusetts, December 12, 1932

"You may be sure that your customers will remain your friends while you send such fine, clean stock in such generous measure as I received from you today."

Ilza E. Herrick

Ohio, October 31, 1932

"Enclosed fine order sheet and my check to your order for . . . . in payment.

Wish to advise you that I had wonderful success with bulbs ordered from you last fall. I also secured a nice stock of small bulbs from your 'Blue Ribbon' Bulblet special. A number of No. 1 bulbs ordered from one of our nationally known growers proved to be quite inferior. I therefore appreciated yours all the more, and you may expect me as one of your regular customers."

A. F. Helmbright

Wisconsin, November 17, 1932

"I appreciate very much the generous count and the extras included in my order. This is appreciated more as some are varieties I have been wishing for, but couldn't afford in my order."

O. A. Gigstead

California, March 28, 1932

"Please let me thank you for the promptness with which you filled my last order which included an order for my friend, E. K. McComb.

You were most liberal with both of us in sending extras and we are very thankful for your courtesy and liberality."

F. W. Potts

Virginia, December 28, 1932

"I received my bulbs in good shape just before Christmas and what a fine lot of them.

I very heartily thank you for the extras. You are the most generous person I've had any dealings with, and I assure you I not only appreciate this, but if I can direct any orders your way I will surely do so."

W. S. Pearson

New Jersey, December 27, 1932

"Your shipment of gladiolus was received in fine condition and I wish to express my appreciation for the extra bulbs which you so kindly included with the shipment.

I have nearly one hundred varieties, and it has been the custom of other growers from whom I have made purchases to include the commoner types as extras, which of course merely duplicated what I already had. The extras which you sent me, with the exception of Aflame and Nancy Hanks, were not only new varieties but exceptionally fine ones, and for that reason, allow me again to express my appreciation for your excellent judgment.

Walter K. Crater

Iowa, September 28, 1932

"In reply to your inquiry of 9-32 in which you asked me if my last order was filled satisfactorily—well I should say it was and then some! Fine bulbs and liberal count and I wish to take this opportunity to thank you for same and to prove my appreciation, I am enclosing herewith an order also P.O. order to cover same. . . ."

John G. Reding

New York, December 29, 1932

"I want to thank you for the very careful and prompt attention you gave the order which I sent you shortly before Christmas. The bulbs arrived in good condition and certainly looked fine. I would have hesitated to ask the cooperation of any nurseryman or grower in filling such a rush order but I knew you could be relied upon. Besides, there are many reasons why I now buy glad bulbs only from you."

Ruth C. Christman

Ohio, January 6, 1933

"I received my glad order from you last P.M. in fine shape. You had those glads wrapped and packed that they would have stood a trip to the North Pole. The bulbs I received were the old true kind, high crowned, healthy, and of true quality. Your over count was too darn generous."

Claude Jobson

. . . . . AND SO WE SAY AGAIN—"ONCE A CUSTOMER OF J. H. ALWAYS A CUSTOMER" . . . . .

Note—We have never had any experience with Gladiolus Thrips. However, for the convenience of many of our less fortunate friends, we list the following reference for an understandable discussion of thrip control methods: Bulletin E-300, issued on Oct. 14, 1932, by the Div. of Truck Crop & Garden Insects, Bureau of Entomology, U. S. Dept. of Agriculture, Washington, D. C.